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ABSTRACT

The Ohio Resource Network's potential usefulness to Ohio's businesses and industries are discussed. The network provides Ohio executives and managers the resources of 62 state-assisted colleges and universities. Faculty can assist business/industry in five types of applications: using the latest technology, increasing productivity, financial planning, training and human resource development, and planning a new business. Particular kinds of assistance that might be provided include: conducting feasibility studies for new business ventures, product testing, basic research, advice on cash flow management, recommendations for time and space management, technical training, designing and evaluating personnel management systems, and counseling and career planning services. Twenty projects that have resulted from the network are briefly described, four projects for each of the five types of applications. A directory of contacts at each institution is also included. In addition to state-assisted schools, six statewide programs are available to Ohio Resource Network clients: the Ohio Technology Transfer Organization, Urban Studies Centers, Ohio Inter-University Energy Research Council, Ohio Coal Research Laboratories Association, Inc., Ohio Job Training Consortia, and Small Business Institutes. (SW)

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Ohio Resource Network

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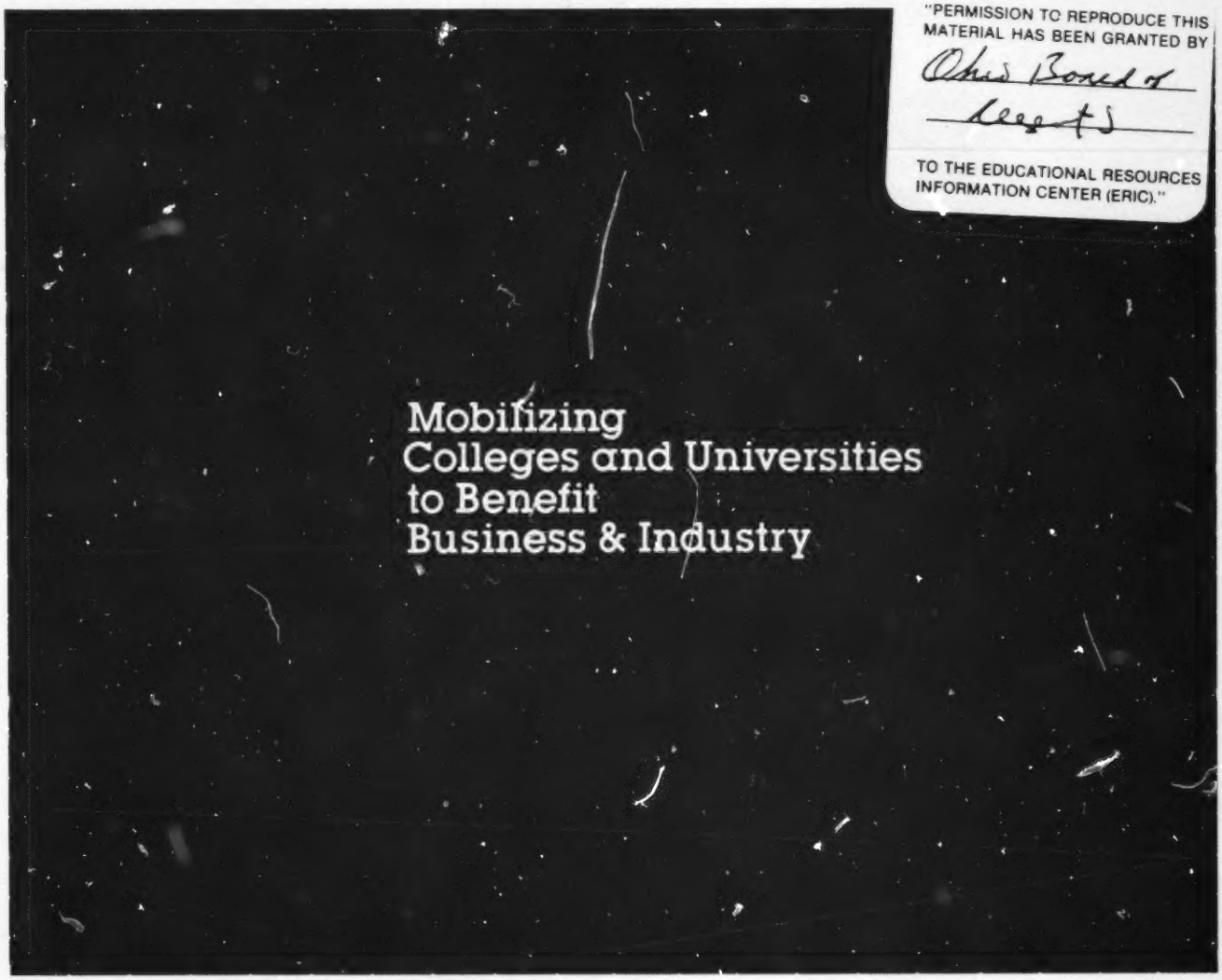

In cooperation with the Chio Chamber of Commerce, the Ohio Manufacturers' Association, and the Ohio Department of Economic and Community Development.

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"To assure owners high quality service on our new vehicles, it was imperative to substantially expand technician training. We turned to the two-year colleges . . . and we have been very satisfied with their response."

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"In a time of need, the branch campus of a local university provided valuable counseling and job search services to help some of our employees find new jobs."

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Wooster, Ohio

"Through the staff of a nearby community college I was provided timely and accurate information about potential customers and markets for my company's products."

William C. Stumphauzer,
Treasurer
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This brochure was funded by Title I of the Higher Education Act of 1965 and a grant from The Kellogg Foundation through The Education Commission of the States. No state funds were expended in the production or printing of this brochure.

Ohio Resource Network

The growth of Ohio's economy depends on the strength and innovation of its local businesses and industries.

Ohio's state colleges and universities are increasing their efforts to make faculty and technical resources available to assist with problem solving in the private sector. By mobilizing the resources of 62 state-assisted colleges and universities, the OHIO RESOURCE NETWORK now affords Ohio executives and managers another source of help in applying the latest technology, improving productivity, and increasing profits.

And the OHIO RESOURCE NETWORK makes it as simple for you as possible. Contacts and arrangements can be made directly with the individual institutions, coordinated in your local community, and customized to fit your special needs.

A directory of contacts at each institution is provided on the inside back cover of this publication.

Clear successes have already been achieved through the OHIO RESOURCE NETWORK. But these are just the beginning. With increased participation in the OHIO RESOURCE NETWORK by both business and higher education, the value of each to the other is growing . . . to the benefit of all Ohioans.

The following pages highlight the capabilities—and results—available to you through the OHIO RESOURCE NETWORK.

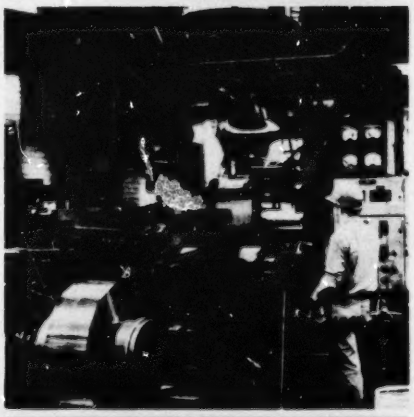
NEW VENTURES

Starting a new business—or expanding an existing one—requires thorough planning. A new idea or new direction is only as good as the effort made to fit the pieces together profitably.

A business management faculty member located through the OHIO RESOURCE NETWORK may be able to provide the guidance and information you need to make that planning pay off—from production feasibility studies to market planning to inventory accounting analysis.

Location studies are enhanced through the OHIO RESOURCE NETWORK because local institutions are thoroughly familiar with the communities they serve. Marketing studies benefit from trained researchers and sufficient manpower to gather the facts necessary to sound decision-making. Production studies draw on both state-of-the-art technical knowledge and broad experience in practical applications.

A new venture inevitably brings diverse ideas together for the first time. The colleges and universities of the OHIO RESOURCE NETWORK deal with ideas—and may have the resources to help you bring them together.



TECH-NOLOGY

The 80's have created a new series of priorities for American industry—environmental safeguards . . . quality control . . . raw material conservation. The business premium on combining innovation with optimal efficiency has never been stronger.

From procedural assistance to product testing to basic research, the OHIO RESOURCE NETWORK can bring virtually any scientific or engineering discipline to bear on your business needs. In many fields, Ohio institutions have facilities and capabilities unavailable anywhere else in the world.

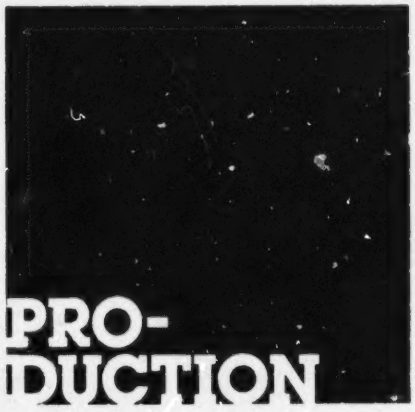
The OHIO RESOURCE NETWORK works directly with your technological needs: at the plant or in the laboratory. The experts you select draw upon a full complement of associated technologies to help solve your particular problem.

FINANCIAL PLANNING

Continuing inflation, increased regulation, and a complicated tax structure have made sound financial planning the cornerstone of today's successful business. Profitable operations depend more than ever on strategies that are at the same time firm in direction and flexible to changing business conditions.

Hundreds of Ohio firms have already drawn on the business management faculty of OHIO RESOURCE NETWORK institutions, in areas as basic as incorporation and as complex as long-range market planning, cash flow management and capital investment.

Your own business may need to examine new computer capabilities, streamlined accounting techniques or debt analysis. The services available through the OHIO RESOURCE NETWORK may be able to help you make your money work harder and get a better return . . . now and for years to come.



PRO-DUCTION

Increasing productivity is the most efficient way to increase profits. But getting more from man and machine requires a thorough appreciation of how the two can work together.

Clear, objective analysis of production is the challenge, and OHIO RESOURCE NETWORK institutions have helped Ohio companies achieve major savings with their recommendations for process control, time and space management, and quality assurance.

The OHIO RESOURCE NETWORK can bring your production process hands-on assistance, analyzing aspects of your process on site, and providing timely technical and service assistance.

If your production process can be made more efficient, an OHIO RESOURCE NETWORK institution will help you search for a way to make it happen.

PERSONNEL

Training and human resource development are central to Ohio higher education's mission. So it's only natural that this capability within Ohio colleges and universities be shared broadly throughout the state.

If your business need involves people, you should seek the assistance of an OHIO RESOURCE NETWORK institution. Technical training can often be provided at your plant or offices. Personnel management systems can be designed and evaluated according to your specific needs. Counseling and career planning services are also available.

OHIO RESOURCE NETWORK programs also draw on the support of national service organizations to organize and conduct seminars, including those required for technical and professional certification. Formal programs can be customized to fit your needs and your people.

Ohio Resource Network

"A new idea or new direction is only as good as the effort made to fit the pieces together profitably."

NEW VENTURES

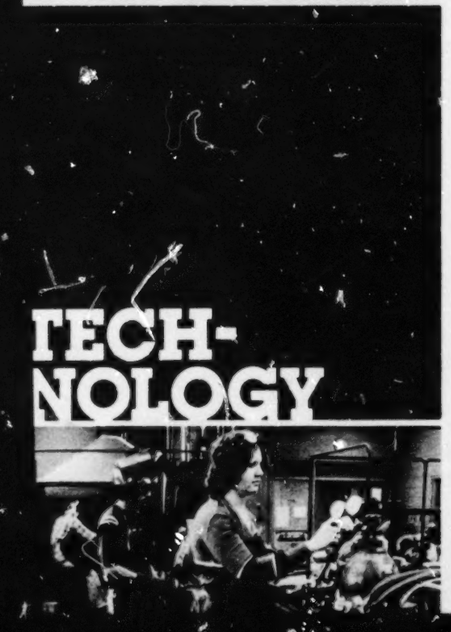
A small Ohio community's unemployment sky-rocketed when a high-sulfur coal operation was closed. The Chamber of Commerce commissioned the local technical college to evaluate the feasibility of converting the vacated buildings to alternative uses. Implementation of these recommendations has brought several small manufacturers into the community—and reversed the unemployment problem.

An Ohio inventor needed advice on what to do with his newly-patented industrial hardware product. Faculty at a state university analyzed the market potential of the product, its production costs, its competitive profit potential, and the opportunity of selling the product-license to a major manufacturer. The inventor decided on a licensing opportunity from among four prospective approaches developed for him.

A small chemical producer wanted to market his newly-developed oil recovery process. A local community college faculty member put him in contact with a large steel producer looking for an oil reclamation capacity. The two are now negotiating on the construction of a $500,000 oil recovery facility.

A group of Ohio entrepreneurs saw the need for specialized materials for the rapidly developing day-care and preschool market. Faculty at a state university conducted a market survey and developed pro forma business plans for marketing the materials. A new company was formed, with growth and profits now well ahead of projections.

TECH-NOLOGY



Results

Health-related asbestos problems forced an Ohio multi-national supplier to find substitute material. A computer-generated literature search conducted by a local community college identified an ideal substitute and recommended manufacturing techniques. The company's new product line is now coming to market—with an increased profit potential.

An Ohio manufacturer's specialized wrench handle was proving too weak for heavy-duty applications. A local technical college student, as part of a class project, not only redesigned the handle, but also showed how it could be manufactured from the company's own scrap metal. A prototype was produced and tested, and a successful new product was introduced.

Wastewater pollution was limiting industrial expansion in northwest Ohio. A university scientist worked with geologists and chemists to identify the leaching conditions in area water tables. The resulting pollution-control system has now enabled previously unfit land to be made available for profitable development.

A small Ohio manufacturer produced asphalt sealants and paints which were seasonal in both production and sales. A chemist from a local university branch campus was brought in to help develop winter-production ideas using existing company resources. The collaboration resulted in a new type of metal coating, and the success of this product has, among other things, permitted the company to hire two full-time chemists to work strictly on new product developments.

"The business premium on combining innovation with optimal efficiency has never been stronger."

Ohio Resource Network

"Continuing inflation, increased regulation and a complicated tax structure have made sound financial planning the cornerstone of today's successful business."

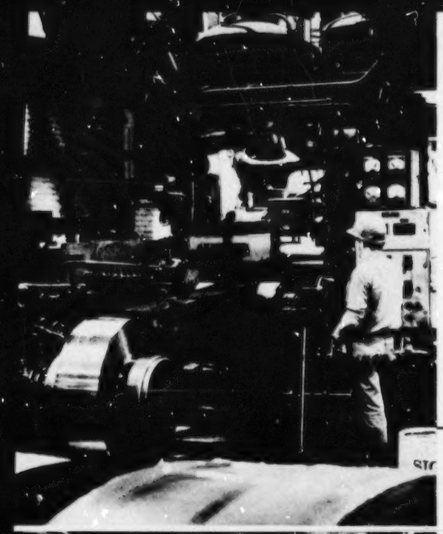
FINANCIAL PLANNING

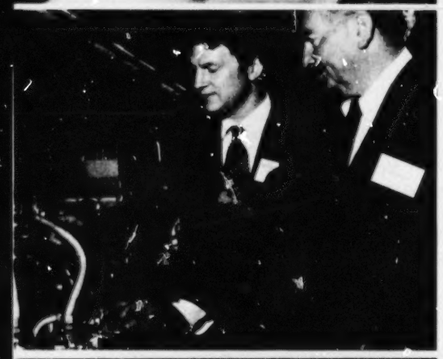
An unprofitable Ohio manufacturer was strapped with problems of cost accumulation, inventory control and accounting. A university team designed and helped implement new cost, inventory and accounting systems. Within a single year, the company was turning a profit and had expanded to a second factory location with 50 new employees.

A restaurant in Ohio was growing so rapidly that inventory control and personnel management became major problems. A local technical college faculty member identified a proven inventory control system for the restaurant and designed a unique personnel utilization program. The restaurant is now looking forward to franchise-operated expansion, also with the planning help of the local college.

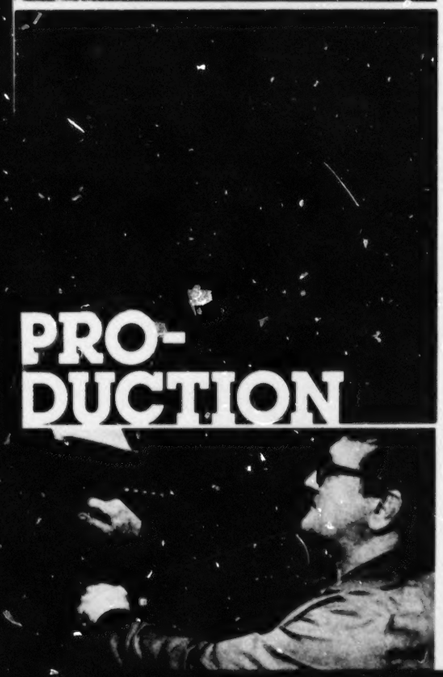
Many companies in central Ohio are finding ways to conserve energy with the assistance of one state university. Knowledge gained from participation in seminars and the use of a specially prepared manual has enabled these companies to more effectively manage their energy resources, saving both dollars and natural resources.

An Ohio sportswear manufacturer needed help with the cost-per-unit on his major product. A 10-week university analysis showed the problem could best be solved by product diversification. The new products brought higher profit margins, deferring the need for new machinery and specialized employee training.





PRO-DUCTION



Results

Slow quality control procedures were hampering the efficiency of an Ohio manufacturer of industrial timers. A university faculty member designed a microprocessor-based system capable of monitoring two separate production lines simultaneously. The system not only eliminated quality control delays, but also identified problem areas which were previously undetectable.

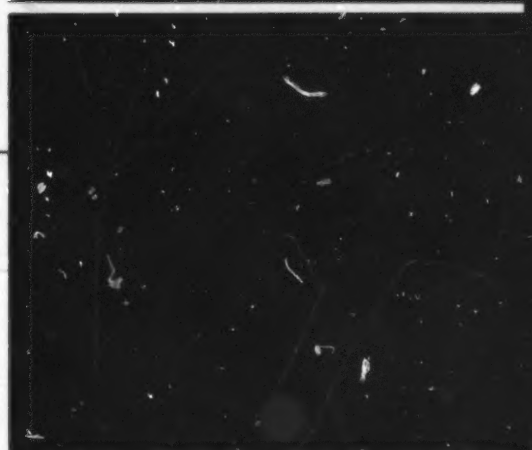
An Ohio company, concerned with declining productivity, initiated an 18-month analysis in cooperation with its local technical college. Work sampling and time studies were completed, a physical reorganization accomplished, and a plant operating manual compiled. With additional plant training included, the company registered a productivity increase almost immediately.

An Ohio manufacturer was suddenly faced with an industrial waste problem that could put him out of business. Faculty from a local community college helped analyze the content of the waste products and determine economically feasible disposal methods which would comply with federal EPA standards, saving the company from potentially devastating fines.

The owner of an Ohio sheet-metal fabricating plant called upon his local university for assistance with a production engineering problem. He was about to expand his operation into a new facility and needed an efficient production design. A faculty member researched the problem, designed a material flow system, and prepared machinery layout blueprints for use in the new facility. The new design has contributed to a significant increase in productivity.

"Increasing productivity is the most efficient way to increase profits."

Ohio Resource Network Results



PERSONNEL

"Training and human resource development are central to Ohio higher education's mission."

An Ohio automobile manufacturer recognized that many minority employees were being denied access to apprenticeship programs because of deficiencies in mathematics, basic science, reading and study techniques. A "pre-apprenticeship" program was designed and conducted by a nearby technical college, and the manufacturer now finds his minority employees among the most qualified for apprenticeship training.

An Ohio corporation wished to expand its market by developing a microcomputer-based product, but lacked the computer expertise. A nearby university designed a special 10-week in-house course for corporate engineers, who were then able to successfully develop and manufacture the item. The company is now prepared to expand its market further using only its current engineering staff for developmental work.

An Ohio bank needed to upgrade the managerial and technical expertise of its managers as it undertook an expansion program. A consulting university designed and implemented a three-tier management development program to aid personnel at every level of the organization. The program was so well received that is has continued for three years, well after the bank's successful expansion.

The personnel manager of a major Ohio company contacted an area technical college with a request for a pre-retirement program for his employees. The company wanted a customized program which would include a discussion of their own retirement benefits as well as topics such as estate planning, social security, health and legal issues, and leisure time activities. The program is in its third year, with the initial participants now enjoying a secure retirement.

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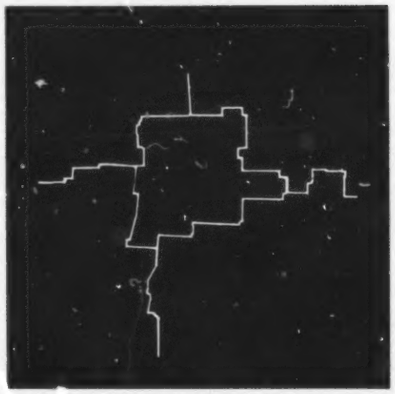

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Ohio Resource Network
Statewide Public Service Programs

In addition to state-assisted colleges and universities, six statewide programs are available to OHIO RESOURCE NETWORK clients. Each of these organizations can be contacted directly for business assistance.

Ohio Technology Transfer Organization (OTTO)

OTTO was created to provide coordinated access to the technical information, services and counsel available through Ohio educational institutions, state and federal agencies. A full-time OTTO agent is located at each of 15 technical and community college campuses to help small business enterprises learn and use current technical knowledge. The Ohio State University serves as the research and information hub for the OTTO network.

Contact: Patricia Herdendorf
614-422-5485

Urban Studies Centers

Located on the campuses of Ohio's eight urban state universities, Urban Study Centers provide training/education, research and assistance capabilities to help solve problems directly related to Ohio's population centers.

Contact: David C. Sweet
216-687-2135

Ohio Inter-University Energy Research Council

Established by the Ohio General Assembly in 1977, the Ohio Inter-University Energy Research Council was charged to "promote, coordinate, facilitate and evaluate energy research and seek support and accept grants for energy research and development." Ohio's 12 state universities and two private universities have established priorities which include coal research, alternative sources of energy, and energy conservation.

Contact: William B. Coulter
614-466-6000

Ohio Coal Research Laboratories Association, Inc. (OCRLA)

OCRLA is a non-profit corporation whose purpose is to pursue research and education programs on coal and coal-related problems. As a consortium of four Ohio universities, OCRLA works in cooperation with other OHIO RESOURCE NETWORK institutions as well as with research organizations such as Battelle's Columbus Laboratories, the Air Force Institute of Technology (Dayton), and NASA's Lewis Research Center (Cleveland).

Contact: Robert E. Bailey
614-422-5485

Ohio Job Training Consortia

Twenty-three regional Job Training Consortia link Ohio's vocational and technical education systems to regional and state economic development efforts. Coordinated among educators and representatives of local business, industry, labor and professional organizations, the Consortia serve as brokers for vocational/technical training and service, matching programs to area economic development needs.

Contact: Charles D. Dygert
614-466-3430

Small Business Institutes

Many colleges and universities have established centers to work closely with business, labor and professional groups to provide special assistance to small business owners. These activities are coordinated with and are supplemental to the work of the Small Business Administration.

Contact: Nearest Small Business Administration office or local OHIO RESOURCE NETWORK liaison officer.